



2006 GOVERNOR'S CONFERENCE



MISSION: POSSIBLE

Invent the Future

THE TENNESSEE LEADERSHIP CENTER Past and Future

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TLC TRUE/FALSE QUIZ

- 1. I am content with my current salary, and not interested in pursuing a higher income.**
- 2. The residents of my community/region are content with their standard of living, and don't have much interest in improving it.**
- 3. Local government officials in my community fully understand the community development process, and make good policy decisions for improving the community's quality of life and economy.**

TLC TRUE/FALSE QUIZ

4. **The leadership in my community/region share a common vision of the future and what they want their community to become.**
5. **The leadership in my community/region work collaboratively to make their shared vision and goals happen.**
6. **Training and education in leadership skills for our existing and potential leaders is not important to the future of our community.**

TENNESSEE LEADERSHIP CENTER

- What has TLC accomplished?
- What are we planning to offer in the future?
- How do you contact us?



WHAT HAS TLC ACCOMPLISHED?

- 3-Star Program
- Leadership Training
- Web Site and Resource Clearinghouse
- Organizational Consulting & Facilitation
- Research



STRATEGIC PLANNING ASSISTANCE

- **TLC has assisted ECD in its 3-Star program by:**
 - **Reviewing and helping modify the 3-Star program**
 - **Training ECD staff in effective strategic planning**
 - **Organizing the initial priorities from the various county strategic plans**
 - **Conducting regional workshops in strategic planning for over 400 community leaders**
 - **Facilitating strategic planning workshops in various communities**
 - **Developing a process to determine the top five or so community development priorities**

LEADERSHIP TRAINING

- In the process of designing seminars and workshops tailored to address local, regional, and State leadership needs and interests
- Use latest and most effective presentation/workshop techniques
- Have partnered with existing development organizations to develop and deliver training
 - ECD,
 - USDA Rural Development,
 - Univ. of Tenn. IPS,
 - Alliance for the Cumberlandds,
 - MTAS

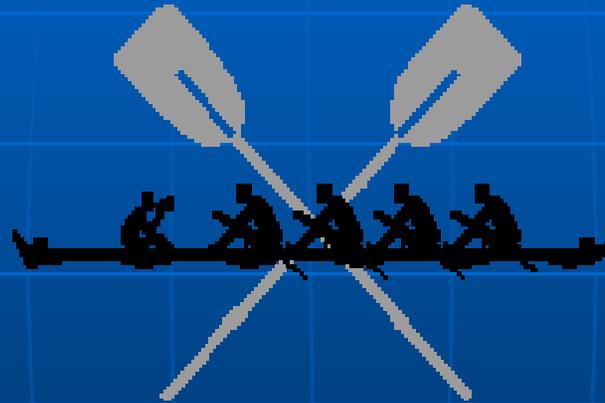
WHY A FOCUS ON TRAINING?

- **Communities across America are finding that they need to take a new approach to economic development as the national economy is changing**
- **The complexity of community and economic development in a rapidly changing environment makes it difficult to know what to do**



WHY A FOCUS ON TRAINING?

Learning is like rowing upstream; not to advance is to drop back. Chinese proverb



- The progress of a community depends on the knowledge, skills, and competence of its leadership
- Effective community and economic development happens through proficiency gained through learning new approaches and **PRACTICING** them

WHY A FOCUS ON TRAINING?

- Training can help community leaders understand the nature of their development problems and can help build the teamwork necessary to address those problems
- A shared vision of a better community and the collaborative effort to make it happen takes training and a structured group process



In a time of drastic change, it is the learners who inherit the future. Eric Hoffer

TLC TRAINING



- Focused on **community leaders** to aid in:
 - Understanding economic development trends and concepts – 3 sessions in May
 - Providing clarity for community strategic planning in the New Economy
 - Learning how to improve the rural economy on a sustained basis
 - Gaining more effective leadership skills

TLC LEADERSHIP TRAINING

- **Have recently delivered workshops on:**
 - **The basics of local economic development**
 - **Rural diversification**
 - **Tourism and rural development**
 - **Strategic planning**
 - **Improving communication**
 - **Negotiation skills**
 - **Project and time management**
 - **Site selection practices**
 - **Managing the development organization**

TLC TRAINING

- TLC approach to learning is by doing, not just listening (adults need to be interactive and hands-on to learn best)

I hear and I forget.

I see and I remember.

I do and I understand. (Confucius)



HOW DO YOU MAKE TLC TRAINING HAPPEN IN YOUR COMMUNITY?

- A core of committed community leaders or the local development practitioner ask for training assistance from the ECD or TLC
- TLC determines the interest in a particular training program
- TLC designs a workshop around the needs of the specific community

HOW DO YOU MAKE TLC TRAINING HAPPEN IN YOUR COMMUNITY?

- The local committee of leaders or a development practitioner makes local arrangements and invites potential attendees
- Participants respond and pay a fee (kept low through sponsorships) to attend
- TLC delivers a high quality training program tailored to the community
- The workshop participants evaluate the session for future improvement

RESOURCE CLEARINGHOUSE

- Expanded web site – www.tennesseeleadershipcenter.com
- Calendar of state, national, and TLC training and conferences
- DVD professionally narrated that briefly explains basic economic development concepts and trends
- On-line surveys for leaders, citizens, and business community
- Catalog of resources available in the State

RESOURCE CLEARINGHOUSE

- **On-line community assessment tool for comparing your county with State and nation across key ED criteria**



Economic Development Community Assessment

- Economic Development Community Assessment
[My Assessments](#) | [Help](#) | [Log out](#) Category 2:
Demographics

1) What was the population of your community in 2000?

people

Factfinder:

http://factfinder.census.gov/servlet/SAFFPopulation?_event=Search&_name=&_s...

2) What was the estimated population of your community in 2004/2005?

people

Factfinder:

http://factfinder.census.gov/servlet/SAFFPopulation?_event=Search&_name=&_s...

2.1) Percent change in population will be calculated for you on your report.

RESOURCE CLEARINGHOUSE

- **TLC PowerPoint presentations**
- **Identification of Web-based documents, resources, and articles by specific topic**
- **TLC news and items of interest**



ORGANIZATIONAL CONSULTING AND FACILITATION

- **TLC can provide and has provided organizational consulting assistance:**
 - **Facilitated a workshop in one County to reorganize the local economic development organizational structure**
 - **Has worked with numerous Chambers and ED organizations in their planning and reorganization across the U.S.**
 - **Teaches the IEDC two-day accredited Management course**
 - **Has conducted a web seminar for IEDC on Outcome-Based Performance**

RESEARCH ACTIVITY

- **Analysis of local economic development activity**
- **National and international trends in economic and community development**
- **Review of “inner city” economic development possibilities**
- **Researching economically distressed counties in TN**



WHAT ARE WE PLANNING TO OFFER IN THE FUTURE?

- 3-Star Program
- Leadership Training
- Web Site and Resource Clearinghouse
- Organizational Consulting & Facilitation
- Research



3-STAR STRATEGIC PLANNING

- Continuing to work closely with ECD on 3-Star program
- Identification of “best practices” for more effective actions in community strategic plans
- Assistance in developing performance measurements for community strategic plans

FUTURE TRAINING

- Focused on **local community officials and civic leaders** to:
 - Help you acquire new leadership skills and improve existing skills across a variety of key topics, such as:
 - Communication and effective listening
 - Negotiation skills
 - Collaboration and consensus-building
 - Conflict resolution
 - Problem-solving
 - Improve the understanding of community and economic development



FUTURE TRAINING

- Focused on **local community development and economic development practitioners** to:

- Help you acquire new skills and improve existing skills across a variety of key topics, such as:

- Managing the organization
- Negotiation skills
- Economic development finance
- Marketing
- Closing the deal



FUTURE TRAINING

- Focused on **local community development and economic development practitioners** to:
 - Give you an opportunity within TN to take accredited courses in economic development for those seeking professional certification
 - IEDC Basic Economic Development course in May 2007 in Nashville
 - Pursue scholarships for training at the Community Development Institutes for certification as a Community Development professional

FUTURE TRAINING

- Focused on **local nonprofit development organizations** to:
 - Acquire management skills for more effective development organizations
 - Create performance-based strategic action plans for the organization
 - Provide Board training
 - Improve accountability



RESOURCE CLEARINGHOUSE

- TLC research reports
- Expand and simplify catalog of resources available to communities
- Bulletin board for sharing and commenting on reports, questions, best practices, etc. (to be developed)



ORGANIZATIONAL CONSULTING AND FACILITATION

- **TLC will increase its organizational consulting assistance:**
 - **Facilitating development of more effective local economic development organizational structures**
 - **Conducting workshops to help local organizations in their management practices**
 - **Facilitating organizational strategic action plans**

FUTURE RESEARCH

- **“Best practices” in economic development, marketing, and strategic planning**
- **Target industry analyses**
- **Economic base studies for communities**
- **Monitoring trends in economic and community development**
- **Improving the economy of economically distressed areas**



THOUGHTS ABOUT ECONOMIC DEVELOPMENT

- ❑ Your community will not thrive using the ED approaches of the past!
- ❑ The focus needs to be on “building” the community, not just promoting it!
- ❑ Creating a more effective leadership is **key** to building the community!



TLC'S FUTURE?

■ Future:

- **Increased funding through private sector and grants/foundations**
- **Increased training delivered to state and local development organizations, communities, and regions**
- **Increased staffing to enable expanded research, web site maintenance, and community outreach**

HOW DO YOU CONTACT US?

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